

## THE REALIZATION OF POLITENESS STRATEGIES IN ENGLISH DIRECTIVES AMONG MEMBERS OF PALEMBANGNESE ETHNIC GROUPS IN PALEMBANG, SOUTH SUMATRA, INDONESIA: TEACHING JOURNEY

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**Abstract** : *The purpose of this study is to describe the realization of politeness strategies in the English Directives Among Members of Palembangnese ethnic groups in South Sumatra, Indonesia: Teaching Journeys. This study also aims to examine the relationship between the realization of face threatening Acts among the Palembangnese and culture with their style in delivering speech acts. This study is a qualitative and quantitative research with pragmatics and sociolinguistics approach. Pragmatics used to analyze how they affect speech and the interlocutors in communication. This research may show reflection of cultural values. Language is closely related to culture. Disclosure cultural values can be done correctly by using the language in question. Language is used as a means of communication, and communication is one of the functions to maintain social relationships. In short, the research data will be captured by using a questionnaire survey, which triangulated with interviews with several sources plus regular observation. In conclusion, teaching English need to understand a concept of politeness strategies, because every culture is unique. Therefore, clearly, the researcher looked at the problem as follows: the politeness strategy tells what used among members of ethnic groups in Palembang , and what strategies are most likely to occur, and what is represented (implicatures) will be answered in this research.*

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## **Preliminary**

This study has two objectives: First, to describe and explain the politeness strategies used among members of Palembangnes ethnic groups, South Sumatera, Indonesia in everyday life, and second, this study aims to examine the relationship between the realization of face threatening Acts among the Palembangne culture with their style in delivering speech acts. This study is a qualitative research with pragmatics approach. Pragmatic used to analyze how they affect speech and the interlocutors in communication. According to the assumptions of the researcher, the results of the study show that members of Palembangnese ethnic groups more polite in using directive speech acts in English, because the culture of Palembangnese used the concept of *Politeness* in everyday language (*baso sari sari*). They speak English using the four strategies of the five strategies formulated by Brown and Levinson, the strategy is bald on record(BTTB);-bald on record with redressive action positive politeness (BTBKP);-bald on record with redressive action with negative politeness (BTBKN), and off record (BS). Overall, the most frequently used strategy is the strategy bald on record with positive politeness because they want to show appreciation, a sense of solidarity, sympathy and friendship. The purpose is to maintain stability among the society, so it can be established friendship and the closeness between the ethnic communities. This research may show reflection of cultural values.

## **Language and Culture**

Language is closely related to culture. Disclosure cultural values can be done correctly by using the language in question. Language is used as a means of communication, and communication is one of the functions to maintain social relationships. Language as a means of communication have a rule or rules, which govern how speakers recalled that says conjunction with other partners (others) went well. Indirectly, it can be said that the person who called the figure of the model (*model person*) be recalled with a particular strategy with respect to the status of partner he said. Through these considerations, the speakers can show respect to whether or not the partners said. However, not all speech recalled consider certain strategies; sometimes, there are utterances that

can threaten the "face" hearer, or the so-called face threatening acts (FTA), here in after referred to TPM; *Tindak Pengancam Muka* in Indonesian (TPM). For that reason, the speakers need to be careful before uttering an intention, or before speaking. One is to use politeness strategies. Politeness strategies is essential in recalled, in order not to threaten speakers said of the partners face (Brown and Levinson, 1978).

Speech acts of lecturer and students are often be the public's attention because of what is conveyed are a representation of academic world that will affect the audience. Speech act of lecturers and students of concern are usually contained in everyday conversation. Recalled their conversation contains specific strategies, one of which in the form of politeness strategies. The research strategy of politeness in everyday conversation is necessary because over the years, a lot of assumptions that said speech among Palembangnese tend to be "rough". Based on the researcher assumption, the language of Palembangnese groups are not rough, but the intonation is high. This study tried to show the type of politeness strategies that is often used among the people of Palembangnese and then, the realization of speech acts threatening connect the face with the culture and people of Palembangnese either consciously or unconsciously.

Therefore, this study intends to examine the realization of politeness strategies among Palembangnese scientifically by adhering to the concept of "face" which was developed by Brown and Levinson (1978). According to Brown and Levinson (1978), the face has two components, namely (1) the face of positive self-image refers to any person who has a desire to have what they have, do, and believed always appreciated by others and (2) the negative face refers to the image of every person who wants to be his free act he wants without interference from others and freedom from having to do anything. Based on advance concepts proposed by Goffman, Brown and Levinson suggest that there are many ways to avoid face threatening acts (TPM), which is formulated into five strategies, namely: (1) bald on record, (2) bald on record with redressive action positive politeness, (3) bald on record with redressive action negative politeness, (4) off record, and (5) say nothing. When examined more deeply, everyone speech acts has a "mean" certain, and if this phenomenon tells strategies associated with the concept of representation Hall (1997: 3), as the formation of meaning through discourse, the speech of people from among the lecturer and students were never separated from reason. Strategy tells them load implicatures. In pragmatics, implicature is information that is implied,

not said, but communicated by speakers in a conversation (Sperber and Wilson 1995: 56). My assumption in researching politeness strategies in directive is that the more mannered man's speech, the speech was laden with implicatures. Therefore, clearly, the researchers looked at the problem as follows: the politeness strategy tells what used among members of Palembangnese ethnic groups, and what strategies are most likely to occur, and what is represented (implicatures) will be answered in this research:

1. What are politeness strategies used in the English directive Among Members of Palembangnese ethnic groups in South Sumatra, Indonesia?
2. How is the relationship between the realization of face threatening acts among Palembangnese culture with their style in delivering speech acts?
3. Assumption: The Realization of Politeness Strategies in English Directive Among Members of Palembangnese ethnic groups in South Sumatra, Indonesia used bald on record with positive politeness according to Brown and Levinson's theory.

### **Politeness Strategies**

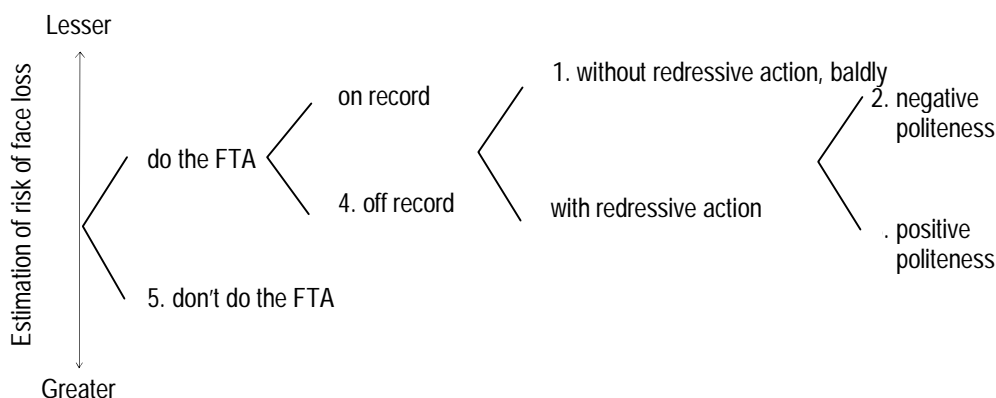
The concept of politeness strategies is developed by Brown and Levinson's adaptation of the concept of face, which is introduced by a sociologist named Erving Goffman (1956) (Renkema, 2004: 24-25). According to Goffman (1967: 5), cited by Jaszczolt (2002: 318), "face is a picture of self-image in the social attributes that have been agreed upon". In other words, the face can mean honor, self-esteem, and self-image in public (public self-image). According to Goffman (1956), as quoted by Renkema (2004: 25), each participant has two needs in every social process: namely the need to be appreciated and needs to be free (not bothered). Needs of the first so-called *positive face*, while the second is *negative face*. In conclusion, face is the public self image that every adult tries to project. On 1987, Brown and Levinson defined positive face in the two ways: as "the want of every member that his wants be desirable to at least some other executors", or alternately, "the positive consistent self-image or personality". Furthermore, negative face was defined as "the want of every competent adult member that his actions be unimpeded by others", or "the basic claim to territories, personal preserves, rights to non distraction, it means that the freedom of action, and freedom from imposition.

Based on the concept of face which is proposed by Goffman, Brown and Levinson (1978) build a theory about the relationship intensity FTA (Face Threatening Acts) with the political reality in the language of politeness (Renkema, 2004: 25). FTA (Face Threatening Acts) intensity expressed by weight or weight (W), which includes three social parameters, namely: first, the degree of disturbance or rate of imposition (R), in terms of absolute weight (absolute weight) a particular action in a particular culture, such as request "May I borrow your car? " have different weights with the request "May I borrow your pen?" and second, the social distance or social distance (D) between the speaker with his interlocutor, for example, the weight of both the above request is not too large if the two expressions are intended to his own, and Third, authority or power (P) owned by other person (Renkema, 2004: 26). Examples.

- a. *Maaf pak, numpang tanya?*
- b. *Numpang tanya, Mas?*

In the example above shows clearly, speech (1a) may be pronounced speaker socially lower than his interlocutors, such as student to faculty or the young to the old, while speech (1b) might say to people who are socially closer distance (1a).

Politeness (civility) in this case can be understood as an effort to prevent and or repair of damage caused by the FTA; FTA threatens the stability of the intensity of communication, it is increasingly necessary politeness strategy. Politeness, face work technique, which aims to get the so-called solidarity politeness positive face, it can be done, for example, with honors, while politeness is done for the purpose of politeness instead called respect, it can be done, for example by performing cooperative actions in communication (Renkema 2004: 25). In connection with this strategy politeness, Brown and Levinson (1978), as revealed by Renkema (2004: 26), the research shows that there are many ways to avoid the FTA to be reduced to five kinds of the ways listed in the chart below.



(Brown and Levinson 1978: 60)

The five strategies are sorted according to their level of risk "losing face"; higher the risk of losing face, the less likely the speaker did FTA. In this case, Renkema (2004: 27) gives an example of this strategy.

- a. *Hey, lend me a hundred dollars. (baldly)*
- b. *Hey, friend, could you lend me a hundred bucks? (positive polite)*
- c. *I'm sorry I have to ask, but could you lend me a hundred dollars? (negative polite)*
- d. *Oh no, I'm out of cash! I forgot to go to the bank today. (off the record)*

The example above show the realization of Brown and Levinson theory, that is politeness strategies. The participants involved in interactions are not living in context which has created rigidly fixed social relationship. The example (10a) is the example of bald on record strategy. It represents the speaker who says something that represents a threat to another individual's expectations regarding self-image, it is described as a **face threatening acts**. In contrary, the example (2e) is given the possibility that some action might be interpreted as a threat to another's face, the speaker can say something to lessen the possible threat. This is called a **face saving act**. The concept of face refers to a speaker's sense of social identity. Every speaker has his or her own strategies for lessening the threat.

### Speech Act: English Directives

The book of *How to Do Things with Words* by Austin can be considered as the main trigger of interest in the study of pragmatics,

because as revealed by Marmaridou (2000: 1 (in Gunarwan 2004: 8)), since it is the field of study that has been developed further, so that we can see a number of trends in the pragmatics, the pragmatic philosophical (Austin, Searle, and Grice), pragmatic neo-Gricean (Cole), cognitive pragmatics (Sperber and Wilson), and interactive pragmatics (Thomas).

Austin, as quoted by Thomas (1995: 29-30), means that the notion of logical positivism philosophers such as Russell and Moore, who argued that the language used in everyday life which is full of contradictions and ambiguity, and that statement is only true if both analytical or if can be empirically verified. For examples:

(1) *There are six words in this sentence*

(2) *The President of Indonesia is Susilo Bambang Yudhoyono*

From the above examples, it is understood that the philosophers who criticized Austin evaluated based on true or false statement (truth condition), which, according to the example above, the sentence (3) is analytically true and sentence (4) is true because it corresponds to reality. Terms truth was later adopted by the linguistic as truth conditional semantics (Thomas 1995: 30).

Austin (in Thomas 1995: 31) argues that one way to make a good distinction is not according to their truth or falsity, but by how language is used everyday. Through performatifnya hypothesis, on which the speech-act theory (speech-act), Austin argues that by speaking we do not just say something (to make-statements), but also to do something (perform actions). Speech aimed at describing something called constative and speech that aims to do something called a performative. The first subject to the requirements of truth (truth condition) and the second is subject to the terms of validity (felicity condition) (Gunarwan 2004: 8). For examples:

(1) *With this, I marry you (performative)*

(2) *Joni house burned (constative)*

In addition, Austin, as well as further emphasized by Searle (in Gunarwan 2004: 9), enter the constative utterances, because it has a structure that contains the meaning of the performative, as part of the performative (Austin 1962: 52 and Thomas 1995: 49). In example (4), the structure of the speech may have sounded *I said Joni house on fire*.

Action generated by the speech contains the three other action related, it means locutions (locutionary act), illocutionary act, and perlocutionary act (Yule 1996: 48). The Locutionary Act related to the production of meaningful speech, The Ilocutionary act primarily

concerned with the intention or purpose of the speaker, and the perlocutionary act related to the effects of listener understanding the speaker's intentions are realized in action (Thomas 1995: 49). Moreover, as further developed by Searle (in Gunarwan 2004: 9), may be a follow-speech (direct speech act) and the follow-speech (indirect speech act). In a direct-speech act direct relationship exists between the sentence structure to function, whereas in indirect speech act, it does not directly use the (form) other speech-acts (Gunarwan 2004: 9;, and Yule 1996: 54-55).

In addition, Searle also mention five kinds of follow-speech function, which is assertive, directive, commissive, expressive, and the declaration (Littlejohn 2002: 80, and Yule 1996: 53 -54). Assertive or representative is a follow-speech which says about something the speaker believes is right; directive is a speech-act that requires the listener to do something; commissive is a follow-speaker speech used to express something that is going to do; the expressive speech is a follow-stated feelings speakers, and a follow-speech declarations is that change the status of something.

As mentioned above, directive is a speech act that requires the listener to do something. English Directives is speech acts in English that are to cause the hearer to take a particular action, e.g. requests, commands and advice.

### *Method and Data*

This research used qualitative and quantitative method. It is possible to use a combination both of them (Cresswell 1994). A Qualitative method used pragmatics approach.

### *Questionarre*

The data on this research is secondary data, which explained English Directives among Palembangnese Ethnic groups.

### *Observations*

In order to know the realization of Politeness Strategies in English Directives used by among members of Palembangnese ethnic groups in English Education Dept, IAIN Raden Fatah Palembang, South Sumatera, Indonesia, the research gave a set of tasks containing scenarios of role plays in which they know what to do after reading the tasks. The scenario contains situations, and the students were asked to stimulate the role plays. I observed how each pair stimulates the role



plays. This scenario was used for sample of two classes, which contains of 60 students of English Departement of Pragmatics class at IAIN Raden Fatah Palembang. The situations in the role plays represents variations on the politeness strategies that they used.

### *Interviews*

The data from questionnaires and observations were cross-checked by means of interview.

## **Method**

This study is qualitative and quantitative with pragmatics approach. Pragmatics approach used to analyze how they affect speech their interlocutors in communication. Sociolinguistics has studied the social dimensions of conversations. This discipline considers the various contexts in which speech acts occur. The data used in this study is secondary data, which is used from research that specifies the purpose and describes the realization of speech acts among Palembangnese ethnic groups. In short, the research data will be captured by using a questionnaire survey, which triangulated with interviews with several sources plus regular observation.

### *1. Data Analysis Procedures*

The respondent are English Department Students who are studying Pragmatics at Faculty of Tarbiyah, IAIN Raden Fatah Palembang. They are also Palembangnese ethnic groups which stayed and lived in Palembang city, South Sumatera Province, and those who are able to speak in Palembangnese. In a questioner, the respondent was given five situations, or other situations that they met everyday, based on pragmatics parameter, they are (1) power; (2) solidarity; (3) public. The respondent was asked to answer and write down how to give request, commands, and advice in their daily conversation. In addition, the researcher asked them to write down 10 utterances on each type of english Directives if they met such situations. So there are 10 utterances on each types of English Directives. So, one student writedown 30 utterances in English Directives. Furthermore, the respondent was asked to evaluate the types of utterances happened in daily conversation by theory that proposed by Brown and Levinson, whether the utterances are bald on record; bald on record without redressive action positive politeness; bald on record without redressive action negative politeness, off record, and say nothing.

## *2. Politeness Strategies Occurency*

The politeness occurency on the realization of politeness Strategies in english directives among members of Palembngnese ethnic groups in Palembang, South Sumatera, Indonesia can be seen in table below:

No	Strategi	Frekuensi	%
1	Bertutur tanpa Basa-basi (bald on record)	1437	79,83
2	Bertutur dengan Kesantunan Positif	254	14,11
3	Bertutur dengan Kesantunan Negatif	109	6,06
4	Bertutur secara Samar-samar	0	0
5	"Melarang di dalam hati"	0	0
	Keseluruhan	1800	100

As shown on the table above, The result shows that Palembangnese ethnic groups adopted three of the five strategies formulated by Brown and Levinson. Those strategies are direct language without compliments or bald on record without redressive action (BTTB), direct language with positive politeness or FTA on record with redressive action (BTBKP), and direct language with negative politeness. Overall, they mostly adopted bald on record strategy (79. 83%) to show the intention directly, and the second strategy adopted is direct language with positive politeness, here the students want to the hearers know his appreciation, sense of solidarity, sympathy and friendship as well as common intention. their aim are to maintain the stability among conversational participants in order to form friendship and establish close relations with the hearers in daily life.

Here are the example of Bald on record on command, request and suggestion that I have found

### **Command**

1. Wash my dish !
2. Open the door !
3. Get out from here !
4. Sit down !
5. Come in !
6. Lend me your pen !
7. Turn the lamp off !
8. Sweep the floor !
9. Hurry up !
10. Stay away from me !

**Request**

1. Can you pass some sugar ?
2. If you don't mind, would you open the window ?
3. Could you lend me some money ?
4. Do you mind if you buy me some candies ?
5. Can you open page 110 ?
6. Would you download the file for me ?
7. May I use your book for a while ?
8. Could you clean the board ?
9. Would you wash my shirts ?
10. Do you mind to submit your tasks now ?

**Suggestion**

1. You may study hard to pass the exam
2. You should take a pray five times a day.
3. I suggest you to get out from here.
4. You can take this chance, or leave it
5. You must be brave in every situation.
6. You shouldn't think about your ex-boyfriend
7. You must wear veil as a Muslim
8. You have to drink water as much as you can
9. You should tidy your own bedroom
10. I suggest you to write down all the assignment.

Let us consider another example that I have found in the data

**Directives**

**Commands:**

1. Give me a cup of coffee. Make it bitter !
2. Open the door !
3. Close your eyes !
4. Take my dress there !
5. Watch the step
6. Use your own
7. Come here
8. Clean the white board
9. Turn on the AC
10. Clean up your heart

**Requests :**

1. Could you please lend me a book ?
2. Could you remember our memory ?

3. Would you please bring it for me ?
4. Could you understand what i'm feeling ?
5. Would you leave me ?
6. Could you stand up now ?
7. Would you take me home ?
8. Could you pick me in the airport ?
9. Could you call me tonight ?
10. Would you help me ?

#### Suggestion

1. You should believe me
2. You should tell the truth
3. You must do it
4. You should bring the money
5. I think, you should choose the choice
6. You should leave me if you don't mind
7. You should try to understand my condition
8. I think you should go there
9. It's better for you to apologize him
10. You look more pretty if you close your *aurat*.

#### 3. Politeness Strategies and Teaching Journey

The relations of those strategies, i.e. the strategies using BTTB, BTBKP, and BTBKN, (politeness laden) have strong implicature. This suggests that the hearers understand the meaning of speaker. In addition, their speeches contain many contextual effects with minimum efforts or shortest time. It is very easy to understand. Culturally, in their domestic policy, their speeches have a meaning to get support, and influence the hearers. They also need to show that their utterances are appropriate with their friend's need: direct and clear.

#### Conclusion

The conclusion of this research are explained below:

1. The most politeness strategies used in the English directive Among Members of Palembangnese ethnic groups in South Sumatra, Indonesia is bald on record strategies, bertutur terus terang tanpa basa-basi (79,83%) So based on the assumption above, it is true that the Realization of Politeness Strategies in English Directive Among Members of Palembangnese ethnic groups in South Sumatera, Indonesia mostly used bald on record with positive politeness according to Brown and Levinson's theory.

2. The relationship between the realization of face threatening acts among Palembangnese culture with their style in delivering speech acts Assumption: The Realization of Politeness Strategies in English Directive Among Members of palembangnese ethnic groups in South Sumatera, indonesia mostly used bald on record with positive politeness according to Brown and Levinson's theory.

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